CLAIMS

What is claimed is:

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- A method for tracking the distribution of content electronically, comprising the steps of:
- incorporating an electronic storage medium tracking identifier onto an electronic storage medium;
- (b) incorporating a package tracking identifier onto a package in which the electronic storage medium is stored;
- (c) storing the tracking identifiers in a database;
- 15 $\sqrt{\text{(d)}}$ detecting the tracking information when the package is coupled with a computer;
 - (e) transmitting the tracking information to a server computer; and
 - (f) determining appropriate updated information utilizing logic in the server computer to transmit to the computer.
 - 2. A method for tracking the distribution of content electronically as recited in claim 1, wherein the server computer performs a table lookup to determine the retailer that sold the package.
- 3. A method for tracking the distribution of content electronically as recited in claim 1, wherein the server computer performs a table lookup to determine one or more authorized titles.
 - 4. A method for tracking the distribution of content electronically as recited in claim 1, wherein the server computer transmits an information banner to the computer.
 - 5. A method for tracking the distribution of content electronically as recited in claim 1, wherein a transaction is written to a database memorializing processing.
 - An apparatus for tracking the distribution of content electronically, comprising;

Sub 6.

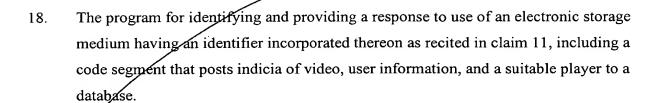
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- 5 (a) a optical disc electronic storage medium having a burst cut area; and
 - (b) a digital code stored in the burst cut area;
 - the digital code representative of an identifier of content on the optical disc electronic storage medium;
 - (d) the apparatus including logic that detects the tracking information when the electronic storage medium is coupled with a computer;
 - (e) the apparatus including logic that transmits the tracking information to a server computer; and
 - (f) the apparatus including logic in the server computer that determines appropriate updated information to transmit to the computer.
 - 7. An apparatus for tracking the distribution of content electronically as recited in claim 6, wherein the server computer performs a table lookup to determine the retailer that sold the package.
 - 8. An apparatus for tracking the distribution of content electronically as recited in claim 6, wherein the server computer performs a table lookup to determine one or more authorized titles.
- 9. An apparatus for tracking the distribution of content electronically as recited in claim
 6, wherein the server computer transmits an information banner to the computer.
 - 10. An apparatus for tracking the distribution of content electronically as recited in claim 6, wherein a transaction is written to a database memorializing processing.
 - 11. A program embodied on a computer readable medium for identifying and providing a response to the use of an electronic storage medium having an identifier incorporated thereon, the program comprising:
 - (a) a code segment that reads the identifier of the electronic storage medium upon being input into a computer by a user;

- 5 (b) \checkmark a code segment that detects the tracking information when the package is coupled with a computer;
 - (c) a code segment that transmits the tracking information to a server computer; and
 - (d) a code segment in the server computer that determines appropriate updated information to transmit to the computer.

12. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 11, wherein the server computer performs a table lookup to determine the retailer that sold the package.

- 13. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 11, wherein the server computer performs a table lookup to determine one or more authorized titles.
- 14. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 11, wherein the server computer initiates authorized playback of authorized information utilizing a transaction from the server computer.
- The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 11, wherein a transaction is written to a database memorializing processing.
- 16. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 11, including a code segment that receives live update information from the server computer.
 - 17. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 11, including a code segment that transmits an informational banner to the computer.



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